

**IN THE CLAIMS**

Please amend the claims as follows:

1-120 (Canceled)

121. (Currently Amended) A computer program product for handling transaction information, the computer program product being tangibly embodied on a computer-readable medium and including executable code that, when executed, is configured to cause a data processing apparatus to provide a transaction interface,

    said transaction interface being configured to receive:

        an identification of an item associated with a transaction;

        a placement of a first subjective information parameter along a range displayed within the user interface, the first subjective information parameter being associated with a first rationale for engaging in said transaction and including a first graphical element that is movable within the user interface and relative to the range;

        a placement of a second subjective information parameter along the range, the second subjective information parameter being associated with a second rationale for engaging in said transaction and including a second graphical element that is movable within the user interface and relative to the first graphical element and to the range; and

    said transaction interface being further configured to store a transaction record that identifies the placement of the first subjective information parameter along the range relative to the placement of the second subjective information parameter along the range.

122. (Previously Presented) The computer program product of claim 121, wherein the feedback interface is configured to provide the transaction record from a plurality of transaction records.

123. (Previously Presented) The computer program product of claim 121, wherein said item includes an equity, and said transaction interface is further configured to receive a calculation of a financial performance associated with the transaction record for the equity.

124. (Previously Presented) The computer program product of claim 121, wherein the item includes an equity, and the transaction record is retrievable based on a financial performance of the equity.

125. (Cancelled)

126. (Previously Presented) The computer program product of claim 122, wherein said feedback interface is configured to provide an indicator associated with a course of action for a future transaction based on the transaction record.

127. (Previously Presented) The computer program product of claim 121, wherein said first subjective information parameter is associated with a drag and drop element for the placement of the first subjective information parameter along the range.

128. (Previously Presented) The computer program product of claim 121, wherein said first subjective information parameter associated with the first rationale for engaging in said transaction comprises a reason, motivation, or basis for engaging in said transaction.

129. (Previously Presented) The computer program product of claim 121, wherein said item includes an equity, and said first subjective information parameter associated with the first rationale for engaging in said transaction comprises at least one of the following items of information: (a) a user-subjective rationale; (b) a technical indicator; (c) a third party opinion; (d) a source of said first rationale.

130. (Cancelled)

131. (Cancelled)

132. (Previously Presented) The computer program product of claim 121, wherein said transaction interface is implemented in Java programming language, and is executable from a website-within an Internet browser.

133. (Previously Presented) The computer program product of claim 121, wherein said transaction interface is further configured to receive additional user transaction information, including one or more of new insights, understandings or lessons from said transaction.

134. (Previously Presented) The computer program product of claim 121, wherein said transaction interface is further configured to receive a purchase/sale price associated with said transaction.

135. (Currently Amended) An apparatus comprising a processing device wherein the processing device is configured to:

provide a transaction interface configured to store and retrieve transaction information, the transaction information comprising:

one or more transaction records, each transaction record comprising the following information:

an identification of an item associated with said transaction;

transaction information concerning said transaction, the transaction information reflecting a placement of one or more subjective information parameters along a spectrum that is displayed on the transaction interface, wherein each of the subjective information parameters includes a corresponding graphical element that is movable within the user interface and relative to the spectrum; and

one or more numeric data values determined by the processing device, based on the placement of the one or more subjective information parameters along the spectrum.

136. (Previously Presented) The apparatus of claim 135, wherein the item includes an equity, and wherein said processing device is further configured to provide a feedback interface configured to provide an expected financial performance of said equity based on said transaction information.

137. (Previously Presented) The apparatus of claim 135, wherein said processing device is further configured to provide a query interface configured to retrieve said transaction information using said one or more numeric data values.

138. (Previously Presented) The apparatus of claim 137, wherein said query interface is further configured to provide said one or more transaction records based upon a query that includes said item or said transaction information concerning said transaction.

139. (Currently Amended) A method for creating a transaction record comprising:

- entering an identification of an item associated with a transaction;
- placing a first subjective information parameter associated with a first rationale for engaging in said transaction along a range displayed within a graphical user interface, the first subjective information parameter including a first graphical element that is movable within the graphical user interface and relative to the range;
- placing a second subjective information parameter associated with a second rationale for engaging in said transaction along the range, the second subjective information parameter including a second graphical element that is movable within the graphical user interface and relative to the range; and

storing the placement of the first subjective information parameter [[on]] along the range relative to the placement of the second subjective information parameter along the range in the transaction record.

140. (Previously Presented) The method of claim 139, wherein the item includes an equity, and further comprising:

- retrieving the transaction record within a query interface by specifying any one or more of a particular user, a predefined user-subjective rationale, a predefined technical indicator, a predefined third party opinion, or a predefined source of said subjective rationale, said technical indicator, or said third party opinion.

141. (Previously Presented) The method of claim 139 further comprising:

- entering a sale or purchase date for said equity associated with said transaction; and
- entering a price associated with said transaction.

142. (Previously Presented) The method of claim 139 further comprising entering lessons or understandings associated with said transaction record.

143. (Previously Presented) The method of claim 142 further comprising placing one or more icons associated with said lessons or understandings associated with said transaction record along the range.

144. (Previously Presented) The method of claim 142 further comprising determining one or more of a usefulness of a user-subjective rationale, a technical indicator, a third party opinion, or a source of said subjective rationale, said technical indicator, or said third party opinion.

145. (Cancelled)

146. (Previously Presented) The apparatus of claim 135, wherein said transaction information concerning said transaction comprises a subjective rationale, a technical indicator, a third party opinion, or a source of said subjective rationale, said technical indicator, or said third party opinion.

147. (Previously Presented) The method of claim 139 wherein the placing a first subjective information parameter associated with a first rationale for engaging in said transaction along a range comprises:

placing the first subjective information parameter associated with the first rationale for engaging in said transaction along the range, wherein the first subjective information parameter associated with the first rationale for engaging in said transaction comprises a reason, motivation, or basis for engaging in said transaction.